

city college news

Putting a new face on the GBC Web site

As of March 1, 2002, George Brown's Web site has a whole new look and feel that has been getting a lot of positive comments.

According to Webmaster Wayne Herd, "it has more links, a better navigation system, a fully integrated search engine and looks much different from what people are used to seeing."

Herd, along with team members Joyce Lamb and Neil McGillivray and a development team from IBM, have spent more than a year work-

ing on this particular project.

"The feedback from both external and internal users has been very positive," reports Herd. "Everyone says it's easier to use. Among other improvements, we have incorporated links on every page of the site to make searches faster and more efficient. In addition, we introduced the concept of targeted portal or entry pages to the site. This gives us the potential to provide specific information that is tailored for different user groups. The 'I am'

portal pages, as they are developed, will make this a truly great Web site."

With the new revisions, GBC's total Web presence includes the college Intranet site and the main public site. The main site includes links to the Continuing Education Course Guide and Web Registration package, as well as the Stu-View/BannerWeb student information system and full-time registration site, along with the LIAD and Educational Resources sites.

Herd says that having an

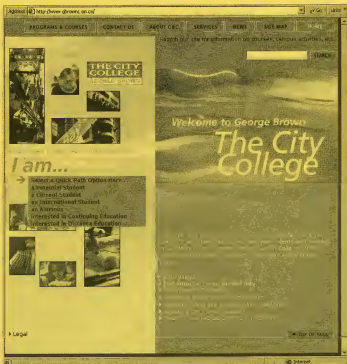
up-to-date, easy to use Web site has been a top priority given the high traffic it receives and the importance of the site to the college and our current and potential students. "Today our site receives approximately 200,000 visits a month from over 60 countries. On January 7, 2002, we had a record 5,200 different visitors from outside the college and that number does not include repeat visits during the day. That's 5,200 knocks at our door."



2002 New Pioneers Youth Award goes to GBC's Student Association President

Skills for Change (SFC) has announced that George Brown's Student Association President Kevin King is the recipient of the 2002 New Pioneers Youth Award. The annual award honours the achievements and contributions of immigrants and refugees in Toronto. According to the SFC announcement, "Kevin has distinguished himself for his unique ability to bring together diverse groups in ways that benefit them individually and as a community." Skills for Change is a not-for-profit organization that has pioneered programs for internationally-trained professionals seeking employment in their field.

A high-profile spokesperson since his high school days, King was president of the Student Council at North Albion Collegiate, served as chair of the Toronto Youth Cabinet and was selected as a Presidential Classroom Scholar. He has also received the Harry Jerome Award for outstanding leadership. He is currently in George Brown's Business Marketing program.



Some George Brown Web site Facts

- It contains over 3,800 files – 1,300 of those are HTML Web pages. The others are .pdf, plain text and graphics files. Each Web page or .pdf file runs anywhere from one to 50 print pages.
- The HTML pages contain 60,000 hypertext links.
- Visitors perform, on average, about 3,500 searches per week on the site.
- There are also approximately 90 staff Web sites, 2/3 of which directly support class activities.

Little known facts about the GBC Webmaster

When Wayne Herd entered a George Brown Electronics Program 36 years ago, little did he realize that his association with the college was to become a lifelong commitment. Immediately after graduation, Herd became a staff member in the Audio Visual Department, where he was responsible for developing instructional materials and providing support for classroom activities. He says that working in the department provided continuous opportunities to learn new technologies and engage in innovative projects. At one point along the way, he supervised print shop functions on his campus, and was instrumental in bringing the first Xerox high-volume production copier to the college. The adoption of this technology enabled major productivity gains while saving the college money.

While his roles have been

varied throughout his long career at George Brown, it was in 1995 that Herd decided to chart an entirely new course. "I recognized that the college didn't have a public Web presence, so I took it upon myself to develop a site," he says. Since then, he has been the college's resident Webmaster, where he has been developing and improving on the site since its inception.

According to Herd, having entered the Web game relatively early, "much of what I learned was self-taught. I took some courses, attended some seminars, and just kept working on learning everything I could about Web development."

Now in his seventh year of working on Web-based initiatives, Herd says he is probably ready to take things a little easier and pursue some other activities on a personal

basis. As an avid model railroad hobbyist, hiker and sailor, he says there is no shortage of pursuits for him. In the meantime, the Web work continues. Since the March 1 launch of the new Web site, Herd says he

already has plans for even more enhancements as the site evolves, including making the site more accessible for all users. "The development work never ends. There is always room for improvement and new functionality."



Chartwell's building better food service programs

Since Chartwell's was put in charge of food services at George Brown campuses in January, there have been a number of changes made that have already increased sales by more than 10% over the same period last year. According to Sharon Lauzon, Food Service Director, that's only the beginning of what people can expect to see.

(Lauzon is part of a food services management team that includes Gord Power and Zelia Cordeiro). "The addition of Ackee Tree West Indian Cuisine at St. James has been extremely popular, and we're planning to introduce an Asian concept by September," she says.

"We have also launched our Impressions Catering

Program for internal functions that will expand on what has been done in the past. It's more upscale and more standardized across the three campuses." Other enhancements include the addition of the Ritazza coffee bar, a broader salad bar selection, and an expanded menu for the Sandwich Central that includes gourmet panini and ciabatta sandwiches.

Menutainment, a culinary table that cooks meals as ordered, has also become a popular draw with customers. It's managed by chef Bill Lombardo, a George Brown graduate.

Lauzon says the next major project is the new cafeteria/café in the Hospitality Building that will showcase culinary arts students' offerings "in a whole new way."

The café is being built in the lower floor Atrium and will have a decidedly high tech look, complete with plasma screen. The cafeteria at St. James is also being renovated over the summer. "There's a lot of excitement in the works," says Lauzon.



Ackee Tree Project Manager Huey John with Zelia Cordeiro and Sharon Lauzon.



Chef Bill Lombardo runs the Menutainment culinary table on the St. James campus.

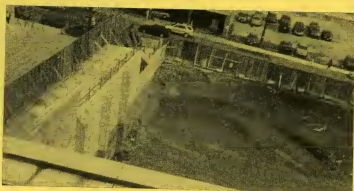
SuperBuild Update

Passersby can get a first-hand look at the progress of the Ryerson project where things are definitely taking shape. The project has now surpassed the halfway mark (53% complete). Rooftop mechanical air units are fully installed, and current work is focused on roofing, the air and vapour wall barrier, curtain wall installation, mechanical and electrical rough-ins, and the penthouse mechanical plant. The ordering of furniture, audio-visual and computer equipment is now underway. Target for completion is July 2002.

The groundwork is well underway for both the Casa

Loma and St. James' sites. At Casa Loma (top photo), demolition and site remediation are now complete, as well as the grading to the ground floor elevation. Permits for excavation and shoring have arrived and work is now in progress. Completion of the entire project is scheduled for June 2003.

Demolition and site preparation are also complete at St. James (bottom photo), with caissons 70% complete. Excavation has begun and is 20% complete. Site remediation is currently in progress. Project completion date is January 2003.



Application processing takes the fast track

The Admissions Review Project passed a significant milestone on February 28 when it completed Phase One – the automating of the application assessment process. Now, applications that once required individual attention by staff are being processed by the system. This has dramatically reduced turnaround time on processing “routine” applications, and also allows staff the time to resolve non-routine situations and improve overall customer service.

According to Barry Hemmerling, Registrar, that kind of efficiency is critical to meeting the College's enrolment objectives. “It's a very competitive world for educational institutions. Students are more anxious than ever to get their acceptance letters, and if George Brown can be among the first to respond to applications, we can gain a considerable competitive advantage.”

As of February 28, applica-

tions sent from OCAS are processed and requirements matched electronically to ensure faster, more efficient turnaround. “Now we can turn ‘routine’ applications around and have offers in the mail in a matter of three to four business days which is a huge gain.”

Hemmerling reports that within hours of “turning on the switch” in February, 3,500 of an existing pool of 10,000 records had been processed, matched and transferred to accepted status. Another 1,600 were designated divisional select (requiring further interviews or portfolio presentations), and another 1,800 moved to testing status (have specific testing requirements prior to acceptance). The remaining 3,100 required information that was forthcoming from OCAS or were marked for manual intervention.

The Admission Office has targeted 11,000 offers to be “in the mail” by March 28,

and anticipates a further 6,000 will be sent out by May 1.

“This is a huge step for the College toward achieving an enrolment goal for Fall 2002. By way of comparison, last year on March 28, we had sent out 5,800 offers.”

Hemmerling credits the hard work of a very dedicated team of individuals. “To pull this all together in four

months took a great deal of work by staff from the Registrar's Office and Information Systems. Sharon Kinasz and the entire admissions staff did a super job. Ray Tibando was his usual ‘amazing self’ as project manager and of course we couldn't have gotten the job done without the efforts of the folks in IS.”



Barry Hemmerling and Sharon Kinasz enjoyed some time away from the Registrar's Office at the March 1 “Ramping Up for Success” event.

upcoming events

Technology in the City

Tuesday, April 2 (11 am to 8pm)

Centre for Advanced Microelectronics, Faculty of Technology – Casa Loma Campus, C Building

Intervenor Program Annual Open House

Wednesday, April 3 (11am to 2pm)

Nightingale Campus, Room B2

Call B.J. Landry, 416-415-2357 or e-mail

blandry@gbrownc.on.ca.

Free Career Planning Workshop – sponsored by Marketing & Communications and Continuing Education

Monday, April 8 (6:30 to 9:30pm)

St. James Campus, 200 King St. E., Room 128

Call 416-415-2000, ext. 3444 and press 1 to register.

Theatre School Productions

Tuesday, April 9 to Saturday, April 20

Spring Repertory Session: *The Beaux' Stratagem* by George

Farquhar and *Machinal* by Sophie Treadwell

George Brown Theatre, 530 King Street East

Tickets are \$12 for general admission, and pay-what-you-can for Saturday matinees.

Call 416-415-2167 to order tickets.

Jewellery Students Grad Show

Friday, April 12 to Friday, April 26

Bounty Contemporary Canadian Craft, Harbourfront Centre

Call Paul McClure at 416-415-2900 ext. 3638.

The George Brown Spring Fashion Show: Signatures 2002

Thursday, April 25 (7:30pm)

Tickets \$15 in advance and \$20 at the door

Convocation Hall, 31 King's College Circle, University of Toronto

Call Rosa Fracassa at 416-415-4854 ext. 3460.



Labour Fair a hit with attendees

According to those who attended the event, the 10th Annual Labour Fair was a resounding success. The week-long event offered a wide range of presentations, workshops and special events that revolved around the theme, "Are You Ready? Working in Uncertain Times." John Cartwright, President of the Toronto and York Region Labour Council (shown in photo speaking to a group) was one of the many presenters who took part in sessions.

THANKS

We would like to extend a special thank you to everyone who helped support the Vision 2003 "Ramping Up for Success" event on March 1. Your efforts made this one of the most successful events ever for George Brown.

Design Team Members

Kathleen Abbott	Liz Henriques	Thomas Ponniah
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Johanne Clare	Kevin King	Anne Sardo
Michael Cooke	Mary Kennard	Rosalie Starkey
Jane Dietrich	Joyce Lamb	Susan Stylianos
Fran Dungey	Kwan Ho Leung	Jennifer Townsend
Susan Goodman	Marilou Martin	Jim Waller
Carolyn Grayston	Brenda Pipitone	Hilde Zimmer

Hosts

Lynne Brennan	Neil McGillivray	Sylvia Rossi
Barry Hemmerling	Margaret Moran	Rivie Seaberg
Susan Heximer	John Price	Susan Stylianos
Kwan Ho Leung	Georgia Quartaro	David Wolfman
Tom Malcolmson		

Innovation Tour Leaders

Barbara Dyce	Brenda Pipitone	Susan Heximer
Mary Hofweller	Johanne Clare	Hilde Zimmer
Judi Linton	Kwan Ho Leung	

Energy Break Leaders

Michael Dickson	Sarah Jane Jambaro	Adrian Sampson
Holly Donaldson		

March 1 Volunteers

Alex Barbier	Peter Lawrence	Marco Ramos
Robert Barnett	Roslyn Lewis	Denise Richard
Brian Dawe	Sasha Lucas	Gary Smith
Kathy Drynan	Bob Luker	Dina Sturino
Barbara Dyce	Carol MacDonald	Patricia Sturino
Susan Eastwood	Rachele Maziel	Nezlyn Turner
Shirley Go	Jacqueline MacNeil	Rocco Ventura
Stacey Gray	Joan McKay	Yasmin Walli
Maureen Griffenham	Rita Mohabir	Michelle Wei
Giancarlo Grossi	Greg Morrow	Chris Wengle
Ruth Hanton	John Neven	Margaret Whittleton
Tony Hassel	Melissa Okorie	Sheky Yew Woon
Christina Ku	Linda Purser	

Special Thanks to

Michael Cooke	Kathleen Howard	Ingrid Norrish
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And the 130+ participants in the first round of the Innovation Bus Tours

...and we really, really hope we didn't forget anyone!

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